

The Diffusion and Evaluation of Interactive Decision-Making Tools

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Interactive videodisk programs offer an exciting opportunity to involve patients in the decision making process regarding medical treatment. The Foundation for Informed Medical Decision Making has produced a number of interactive videodisks for shared decision making. These include: BPH (the prostatectomy decision), Breast Cancer (surgery and adjuvant therapy), mild hypertension, and low back pain. Kaiser Permanente Northern California will evaluate these videos in six medical centers to determine whether or not they should become a part of clinical operations. We will evaluate impact on physician and patient satisfaction, surgical utilization, doctor patient communication, and long term patient outcomes.

In order to evaluate this new technology, it is critical that issues of dissemination and diffusion are also considered in order to insure maximum effectiveness. The HMO is an ideal setting to study these issues since teams of physicians working in close proximity can share concerns and accomplishments in order to reach a common goal. We are focusing closely on how best to identify "local champions" and remove barriers to adoption in order to increase physician acceptance and subsequent referrals. Furthermore, issues concerning administrative, technical and clerical support, as well as interdepartmental cooperation, are being addressed. This approach will insure that this potentially powerful intervention will have maximum effect.